

December 14, 2012

To: Executive Board

Subject: **Foothill Transit Livery Revision**

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### **Recommendation**

To authorize the Executive Director to move forward with new conceptual designs for a proposed updated Foothill Transit bus livery to be presented at the February Board Retreat for review and discussion.

### **Analysis**

Foothill Transit's bus livery – the external paint and decal scheme – was designed and implemented when the agency was founded in 1988. The original livery was kept to a simplified striping with bright white base paint and centered logo. This provided Foothill Transit buses with a clean look that was very easy to maintain. The Foothill Transit livery hasn't changed much in 25 years but paint and decal technology has, allowing for more visually striking livery designs that are easier to repair and update.

The upcoming purchase of 64 buses, the launch of the 25<sup>th</sup> anniversary campaign and the update of Foothill Transit's branding provide an advantageous opening to explore a more innovative livery design that enhances visibility and appeal. Decal and paint technology has made significant leaps in the past 25 years, making previously expensive applications more affordable both in installation and maintenance.

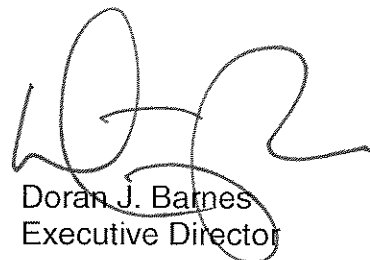
### **Budget Impact**

The conceptual design process, which would be completed by Pulsar Advertising, would cost approximately \$27,000. The dollars for this project are available in the FY 2013 budget. Should a final livery design change be approved, staff would present a new contract amendment to the Executive Board to cover final design adjustments and materials costs for fleet conversion to the new livery.

Sincerely,



Felicia E. Friesema  
Director of Marketing and Communications



Doran J. Barnes  
Executive Director